

## CASE STUDY

# NJ Law Firm Sees Significant Growth Through Targeted SEO Efforts

## OBJECTIVES

An established New Jersey law firm with a focus on personal injury and criminal defense law sought to enhance their digital footprint and increase client acquisition. Our targeted SEO campaign has led to substantial improvements in online performance, particularly in organic search results, which remained the firm's primary source of website traffic.

## OBJECTIVES

- To increase the firm's visibility in search results, specifically for personal injury and criminal defense keywords.
- To attract new users and elevate the firm's authority within the legal industry of Northern New Jersey.

## STRATEGY & EXECUTION

- We focused on local SEO, creating local citations, backlinks, and localized content creation as well as improving technical performance and UI/UX.
- We focused on producing high-quality, authoritative content to improve both the quantity and quality of organic search traffic.
- Continuous monitoring of SEO performance was implemented to respond to search algorithm updates effectively.



"New Jersey" keywords started seeing a spike in February, which took off in March  
Source: Google Search Console

## AT A GLANCE

### Challenges

- Search Visibility
- Unique Focus Areas
- Digital Footprint
- Technical & Performance Issues

### Benefits

- Low Monthly Cost
- Evergreen Content
- Gradual, Reliable Results
- Compounding Increase in Local Traffic



## RESULTS

- Impressions: The firm saw a 37.5% increase in total organic impressions over the space of three months.
- Clicks: There was also a substantial 23.3% improvement in clicks in a three-month period.
- Twelve #1 rankings for local lawyer-related keywords were achieved.